



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

MARKED AGENDA

8:00 a.m., Tuesday, April 19, 2011
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. Call to Order/Roll Call 8:02 A.M.

Kate Birchler, Chairwoman	David Richard
Mike Surguine, Vice-Chairman	Kathleen Glenn
Leon Young	Michael Hoffmann
Ace Bailey	

Commissioner Birchler, Richard, Young, Bailey, Glenn, and Hoffmann present;
Commissioner Surguine arrived at 8:28 a.m. Commissioner Richard left at 10:11 a.m.

2. Approval of Minutes

Commission discussion and possible action to approve the March 15, 2011 regular meeting minutes. (Attachment No.1)

Motion to approve minutes by Commissioner Hoffmann; Seconded by Commissioner Bailey.
Approved 6-0; Commissioner Surguine absent.

3. Manager's Reports

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- a. Staff Bed-Tax Collection Report (Attachment No. 2)
- b. Bed Tax Proforma (Attachment No. 3)
- c. Smith Travel Report (Attachment No. 4)
- d. Manager's Update (Attachment No.5)

4. Overview of Request for Proposals

Commission update and discussion regarding request for proposals.

Staff Contact: Mark Hunsberger, Revitalization Specialist (Attachment No. 6)

5. Tony Nelssen Equestrian Center at WestWorld

Commission update and discussion regarding the Tony Nelssen Equestrian Center design service project. (Attachment No.7)

Staff Contact: Bryan Dygert, WestWorld General Manager



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING RITA MCCLEARY AT 480-312-7989 OR RMCCLARY@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT RITA MCCLEARY AT 480-312-7989.

6. Desert Discovery Phase III

Commission update and discussion regarding Desert Discovery Center Phase III Committee.
Staff Contact: Mark Hunsberger (Attachment No. 8)

7. Special Event Proposal

Item at the request of Chairwoman Birchler, update and possible action regarding special event proposal. (Attachment No.9)

Motion to approve Commissioner Glenn; Seconded by Commissioner Bailey. Approved 7-0;

8. City Special Event Process

Commission update and discussion regarding city's special event process.

Cheryl Sumners, Senior Planner Planning & Neighborhood Resources (Attachment No. 10)

9. FY11/12 Event Funding Program

Commission discussion and possible action regarding bed tax funded event program.
(Attachment No. 11, 11a, 11b, 11c)

Staff Contact: Steve Geiogamah

Item tabled to future meeting.

10. SCVB Third Quarter Performance Measures Report

Staff Contact: Steve Geiogamah; Rachel Sacco, President/CEO of the SCVB
(Attachment No.12, 12a)

11. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

12. Public Comment

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

13. Adjournment 10:18 a.m.

Next scheduled meeting is May 17, 2011



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